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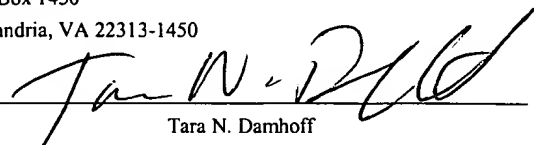
Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

By:


Tara N. Damhoff

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Robert Allen Main

Application No.: 09/778,666

Filed: February 6, 2001

For: SYSTEM AND METHOD FOR
MANAGING ADVERTISING
INVENTORY TO MAXIMIZE
ADVERTISING REVENUE

Customer No.: 20350

Confirmation No. 4361

Examiner: Donald L. Champagne

Art Unit: 3622

AMENDMENT

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GROUP 3600

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

This paper is filed in response to the Office Action mailed April 26, 2004. The original deadline for response was July 26, 2004. A one month petition for extension of time is enclosed, thus extending the deadline to August 26, 2004. Accordingly, this response is timely filed.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

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